



## Health and Social Sector Analysis (HSSA)

DATA ANALYTICS and SOCIAL MEDIA STRATEGISTS



## Methodological Expertise

- Statistical and econometric modeling
- Simulations and forecasting (predictive analytics)
- Demonstration design and program evaluation
- Random assignment studies
- Survey design and statistical sampling techniques
- Optimization and productivity analyses
- Process and outcomes analyses
- SAS, SPSS, STATA and R programming
- Systematic reviews (meta analysis)
- Health care economics
- Health care outcomes research studies
- Pharmacoeconomics
- Technical report writing and results presentations

**(technical experts listed on the reverse side)**

## SERVICES AVAILABLE

- BIG DATA BUSINESS ANALYTICS

**We are experts at compiling, analyzing and reporting micro-level consumer generated data for our business partners.**

- FORECASTING AND PREDICTIVE ANALYTICS

**With expertise in statistics and econometric analyses we provide businesses with the data analytic support for forecasting and predicting consumers' and competitors' behaviors.**

- MARKET STRUCTURE ANALYSIS, PRICING AND BUSINESS STRATEGIES

**We assists our business partners in interpreting their data analytic results, such that they are able to design and implement optimal market strategies.**

## DATA ANALYTIC SOLUTIONS THAT WORK FOR YOUR BUSINESS

At HSSA we help clients solve complex business problems by applying our expertise in economics, finance, data analytics, social media analytics and business strategy to the health and higher education sectors. Our rigorous and reliable methods of forecasting and predicting changes in the operating environments of businesses and the resultant impacts on consumers, assists clients in making optimal short and long-term decisions. We employ business analytic techniques that are customized to address the specific needs of our clients. Our work in the health care sector, predicting patients' utilization of hospital and clinic services is an example of such customization. We employ statistical modeling to simulate the potential impacts of changes in

regulator policies, and we develop probabilistic models to project the likelihood of specific outcomes. Our expertise in survey design, implementation and analysis provides powerful insights into the needs of current and prospective customers or patients; while our employee engagement or other customized surveys assists clients in identifying areas for which to improve the efficiency and effectiveness of their operations.

**We welcome the opportunity to become your business strategy partner.**

## LEADERSHIP AND CONSULTING STAFF

### **Dwayne A. Banks, Founder and CEO**

Ph.D. Economics, University of California at Berkeley  
B.A. Economics, University of California at Irvine  
B.S. Chemistry, University of California at Irvine

### **Abeer E. Handal-Banks, Executive Vice President**

O.D. University of Houston  
M.S. Computer Information Systems & Security, Our Lady of the Lake University  
B.S. Biology and Medical Technology, University of Jordan

### **Adriana R. Garcia, Senior Consultant (Marketing and Social Media)**

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M.A. Communication Arts, University of the Incarnate Word  
B.A. Communications (Journalism), University of the Incarnate Word

### **Yara A. Halasa-Rappel, Senior Consultant (Health Economist)**

Ph.D. Social Policy and Management, Brandeis University  
M.A. Social Policy, Brandeis University  
M.S. International Health Policy and Management, Brandeis University  
M.S. International Healthcare Management, Economics and Policy, Bocconi University (Italy)  
D.D.M Dentistry, Aleppo University (Syria)

### **Sunkar Mukhopadhyay, Senior Consultant (Econometrics)**

Ph.D. Economics, University of Pennsylvania  
M.A. Economics, University of Pennsylvania  
M.S. Quantitative Economics, Indian Statistical Institute  
B.S. Economics, University of Calcutta (India)

### **Belinda L. Reyes, Senior Consultant (Econometrics and Demography)**

Ph.D. Economics, University of California at Berkeley  
B.S. Economics, University of Illinois, Urbana-Champaign

### **Jeanne L. Wendel, Senior Health Economist**

Ph.D. Economics, Southern Methodist University  
B.A. Economics and History, Rice University

## ABOUT HSSA

Health and Social Sector Analysis (HSSA) is a data analytics and social media strategy company. We specialize in assisting clients in determining their short and long-term market strategies by employing advanced economics, finance, statistics, management and social media marketing tools. Our Electronic Language Integrated Application System (ELIAS) consists of several components that assists clients in the optimal management of their businesses and the delivery of services to their patients and customers. In addition to the ELIAS social media management platform, other services offered consists of the: ELIAS predictive analytics and forecasting system provides clients with the analytic rigor to anticipate changes in patients' behaviors through price changes, prior utilization patterns, demographic attributes and other factors; ELIAS survey system provides clients the ability to conduct customized online surveys; while the ELIAS academy provides customized online courses for clients. All courses are designed and taught by current or former university professors.

<https://www.hssanalysis.com>